Claims.

1. Paper coating formulations for rotogravure printing processes containing:
a. 100 parts by weight of finely divided pigments;
b. from 0.001 to 5 parts by weight of one or more substances selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols;
c. from 3 to 15 parts by weight of a polymeric acrylic binder;
d. from 0.005 to 0.4 parts by weight of a dispersant.
2. Paper coating formulations for rotogravure printing processes according to claim 1 wherein the sulfosuccinic acid mono- and di-esters of ethoxylated and/or propoxylated fatty alcohols are ethoxylated and/or propoxylated with from 1 to 50 moles of oxide.
3. Paper coating formulations for rotogravure printing processes according to claim 2 wherein the sulfosuccinic acid mono- and di-esters of ethoxylated and/or propoxylated fatty alcohols are ethoxylated and/or propoxylated with from 20 to 40 moles of oxide.
4. Paper coating formulations for rotogravure printing processes according to any of the previous claims wherein the mono- and di- alkylsulfosuccinate are mono- or di-C_2-C_{16} linear or branched alkylsulfosuccinates,
5. Paper coating formulations for rotogravure printing processes according to claim 4 wherein the di-alkylsulfosuccinate is dioctylsulfosuccinate.
6. Paper coating formulations for rotogravure printing processes according to any of the previous claims containing from 0.01 to 1 parts by weight of one or more substances selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols.
7. Paper coating formulations for rotogravure printing processes according to claim 6 containing from 0.02 to 0.8 parts by weight of one or more substances selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols.

8. Paper coating formulations for rotogravure printing processes according to any of the previous claims wherein the finely divided pigments have from 40 to 90% of the particles finer than 2μm,
9. Paper coating formulations for rotogravure printing processes according to any of the previous claims wherein the mixture of finely divided pigments preferably contains at least 30% by weight of kaolin for rotogravure printing having from 40 to 70% of the particles finer than 2 μm.
10. Paper coating formulations for rotogravure printing processes according to any of the previous claims containing from 0.3 to 2 parts by weight of calcium stearate.
11. Aqueous dispersion for the coating of rotogravure printing paper containing from 40 to 70% by weight of one of the paper coating formulations according to claims 1-10 and from 30 to 60% by weight of water.
12. Paper for rotogravure printing processes characterised by the fact that it is coated with from 4 to 15 g/m^2 of a thin layer of the paper coating formulation of claims 1-10.
13. Paper for rotogravure printing processes according to claim 12, characterised by the fact that it is coated with from 6 to 10 g/m^2 of a thin layer of the paper coating formulation of claims 1-10.
14. Method to improve the printability of rotogravure paper comprising the step of treating the paper with a paper coating formulations containing:

a. 100 parts by weight of finely divided pigments;
b. from 0.001 to 5 parts by weight of one or more substances selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols;
c. from 3 to 15 parts by weight of a polymeric acrylic binder;
d. from 0.005 to 0.4 parts by weight of a dispersant.

15. Method to improve the printabilty of rotogravure paper according to claim 14., wherein the paper is coated with from 4 to 15 g/m^2 of the paper coating formulation.
16. Method to improve the printability of rotogravure paper comprising the step of treating the paper with an aqueous dispersion consisting of from 30 to 60% by

weight of water and from 40 to 70% by weight of a paper coating formulation containing

a. 100 parts by weight of finely divided pigments;

b. from 0.001 to 5 parts by weight of one or more substances selected from the group consisting of: mono-alkylsulfosuccinate; di-alkylsulfosuccinates; sulfosuccinic acid mono-esters of ethoxylated and/or propoxylated fatty alcohols; sulfosuccinic acid di-esters of ethoxylated and/or propoxylated fatty alcohols;

c. from 3 to 15 parts by weight of a polymeric acrylic binder;

d. from 0.005 to 0.4 parts by weight of a dispersant.